

ABSTRACT OF THE DISCLOSURE

The invention is directed to producing commercials at low cost, providing interactive advertising, and presenting commercials that match the tastes of actual viewers. A television broadcast receiver comprises a browser unit for reproducing display data coded by the Hyper Text Markup Language, a storage unit for storing at least one piece of advertising information made up of display data coded by the Hyper Text Markup Language, and an Internet access unit for accessing the Internet to obtain display data coded by the Hyper Text Markup Language, wherein the broadcast station transmits, prior to or during the transmission of contents an advertising scenario header for at least instructing what kind of advertising information should be reproduced and in what way, and during the reception and reproduction of the contents the television broadcast receiver reproduces the advertising information stored in the storage unit, by using the browser unit, and also accesses the display data on the Internet by using the Internet access unit and reproduces information, obtained by accessing the display data, as the advertising information by using the browser unit in accordance with the contents of the advertising scenario header received from the broadcast station.